

WHAT IS CLAIMED IS:

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1. An information decision apparatus comprising:

10 a transaction tendencies analyzing part for analyzing transactor's tendencies based on a transactor's transaction history; and
an information decision part for deciding on appropriate information that fits the transactor's tendencies analyzed by the transaction tendencies analyzing part.

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20 2. The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzing part comprises a transaction tendencies decision part for deciding on at least one transactor's transaction tendency in accordance
25 with at least one product type listed in the transactor's transaction history.

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3. The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzing part comprises:

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a product type conversion table for
converting a product type into at least one
transactor's transaction tendency, and said product
type conversion table being recorded in a recording
5 medium; and

a transaction tendencies decision part for
deciding on at least one transactor's transaction
tendency by converting at least one product type
listed in the transactor's transaction history by
10 using the product type conversion table.

15 4. The information decision apparatus as
claimed in claim 1, wherein said transaction
tendencies analyzing part comprises a transaction
tendencies decision part for deciding on at least
20 one transactor's transaction tendency in accordance
with at least one product rank listed in the
transactor's transaction history.

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5. The information decision apparatus as
claimed in claim 1, wherein said transaction
30 tendencies analyzing part comprises:

a product rank conversion table for
converting a product rank into at least one
transactor's transaction tendency, and said product
rank conversion table being recorded in a recording
35 medium; and

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5 a transaction tendencies decision part for
deciding on at least one transactor's transaction
tendency by converting at least one product rank
listed in the transactor's transaction history by
using the product rank conversion table.

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6. The information decision apparatus as
claimed in claim 1, wherein said information
decision part comprises:

15 a first transaction tendencies decision
part for deciding on at least one transactor's
transaction tendency in accordance with at least one
product type listed in a transactor's transaction
history;

20 a second transaction tendencies decision
part for deciding on at least one transactor's
transaction tendency in accordance with at least one
product rank listed in the transactor's transaction
history; and

25 an information decision part for deciding
on appropriate information that fits the
transactor's tendencies based on the transactor's
transaction tendencies decided by the first
transaction tendencies decision part and the second
transaction tendencies decision part.

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7. The information decision apparatus as claimed in claim 1, wherein said decided-on appropriate information is used to promote new products that fit the transactor's tendencies.

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8. The information decision apparatus as claimed in claim 1, wherein said decided-on appropriate information is used to promote used products that fit the transactor's tendencies.

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9. An information decision apparatus comprising:

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a target transactor finding part for finding target transactor in accordance with information of at least one promoting product;

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a transaction tendencies analyzing part for analyzing transactor's tendencies based on a transactor's transaction history for each of the target transactors; and

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an information decision part for deciding on appropriate information that fits the transactor's tendencies analyzed by the transaction tendencies analyzing part.

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10. A method of information decision comprising the steps of:

- (a) analyzing transactor's tendencies based on a transactor's transaction history; and
- 5 (b) deciding on appropriate information that fits the transactor's tendencies analyzed in the step (a).

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11. The method as claimed in claim 10, wherein said step (a) comprises the steps of:

- 15 (l) deciding on at least one transactor's transaction tendency in accordance with at least one product type listed in a transactor's transaction history; and
- (m) deciding on at least one transactor's
- 20 transaction tendency in accordance with at least one product rank listed in the transactor's transaction history.

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12. The method as claimed in claim 10, wherein said step (a) comprises the steps of:

- 30 (l) deciding on at least one transactor's transaction tendency in accordance with at least one product type listed in a transactor's transaction history; and
- (m) deciding on at least one transactor's
- 35 transaction tendency in accordance with at least one product rank listed in the transactor's transaction history, and

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wherein said step (b) comprises the steps
of:

(n) deciding on appropriate information
that fits the transactor's tendencies based on the
5 transactor's transaction tendencies decided in the
steps (l) and (m).

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13. The method as claimed in claim 10,
wherein said decided-on appropriate information is
used to promote new products that fit the
15 transactor's tendencies.

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14. The method as claimed in claim 10,
wherein said decided-on appropriate information is
used to promote used products that fit the
transactor's tendencies.

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30 15. A method of information decision
comprising the steps of:

(a) finding target transactors in
accordance with information of at least one
promoting product;

35 (b) analyzing transactor's tendencies
based on a transactor's transaction history for each
of the target transactors; and

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(c) deciding on appropriate information that fits the transactor's tendencies analyzed in the step (b).

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16. A computer-readable recording medium recorded with a program for causing a computer to make information decision, said program comprising the codes of:

- (a) analyzing transactor's tendencies based on a transactor's transaction history; and
15 (b) deciding on appropriate information that fits the transactor's tendencies analyzed by the code(a).

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17. The computer-readable recording medium as claimed in claim 16, wherein the code (a) comprises the codes of:

- (l) deciding on at least one transactor's transaction tendency in accordance with at least one product type listed in a transactor's transaction history; and
30 (m) deciding on at least one transactor's transaction tendency in accordance with at least one product rank listed in the transactor's transaction history.

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18. The computer-readable recording medium as claimed in claim 16, wherein the code (a) comprises the codes of:

5 (1) deciding on at least one transactor's transaction tendency in accordance with at least one product type listed in a transactor's transaction history; and

10 (m) deciding on at least one transactor's transaction tendency in accordance with at least one product rank listed in the transactor's transaction history, and

wherein the code (b) comprises the codes of:

15 (n) deciding on appropriate information that fits the transactor's tendencies based on the transactor's transaction tendencies decided by the codes (1) and (m).

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19. The computer-readable recording medium as claimed in claim 16, wherein said decided-on appropriate information is used to promote new products that fit the transactor's tendencies.

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20. The computer-readable recording medium as claimed in claim 16, wherein said decided appropriate information is used to promote used products that fit the transactor's tendencies.

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21. A computer-readable recording medium
- 5 recorded with a program for causing a computer to
make information decision, said program comprising
the codes of:
- (a) finding target transactors in
accordance with information of at least one
- 10 promoting product;
- (b) analyzing transactor's tendencies
based on a transactor's transaction history for each
of the target transactors; and
- (c) deciding on appropriate information
- 15 that fits the transactor's tendencies analyzed by
the code (b).

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